

Marcelo F. de la Cruz

PERSONAL DETAILS

Address Institute for Innovation Management (IIM)
Munich School of Management
Ludwig-Maximilians-Universitaet (LMU)
Ludwigstrasse 28, Back Building, 3rd Floor
80539 Munich

E-Mail delacruz@lmu.de

ACADEMIC QUALIFICATIONS

PhD (Doctor oeconomiae publicae – Dr. oec. publ.) 2017-present

Ludwig-Maximilians-Universitaet Munich, Germany

Business Administration

Stage: dissertation in progress

Completion expected: 2022

Supervisor: Prof. Dr. Jelena Spanjol

Master of Business Research (MBR) 2018-2020

Ludwig-Maximilians-Universitaet Munich, Germany

Business Administration Doctoral Program

Supervisor: Prof. Dr. Jelena Spanjol

Mechanical Engineering (Dipl.-Ing.) 1997-2003

Technical University Munich, Germany

Aerospace Engineering and Production Management

Supervisor: Prof. Dr. Eduard Igenbergs

RESEARCH INTERESTS

Social value creation in for-profit firms

Conviction narratives and entrepreneurship

Strategic orientations and innovation performance

PROFESSIONAL EXPERIENCE

Startup Impact Coach 2020-present

LMU Innovation & Entrepreneurship Center Ludwig, Munich, Germany

Research and Teaching Assistant 2017-present

Ludwig-Maximilians-Universitaet, Munich, Germany

Head of Projects and Processes 2015-2017

Kathrein SE, Rosenheim, Germany

Senior Project Manager <i>Porsche Consulting GmbH, Bietigheim-Bissingen, Germany</i>	2008-2015
Senior Consultant <i>3DSE Management Consultants GmbH, Munich, Germany</i>	2003-2008
Technical Writer Medical Technology <i>BrainLAB AG, Munich, Germany</i>	2000-2003

RESEARCH PUBLICATIONS

Working papers

de la Cruz, M., Rosa, J. A., & Spanjol, J. (2022). The Role of Conviction Narratives in Innovating Business Models towards Social Value Creation – *Status: Data collection in progress*

Rosa, J. A., **de la Cruz, M., & Spanjol J. (2021).** Foresight in Innovation: Applying and Extending Conviction Narrative Theory – *Status: Manuscript in development*

De la Cruz, M., Spanjol, J. (2021). Sustainability Indices and their Implications for Innovation Management – *Status: Data collection in progress*

de la Cruz, M., & Spanjol, J. (2021). No Need to Read between the Lines: Defining and Measuring Strategic Social Value Orientation – *Status: Preparing submission*

de la Cruz, M., & Spanjol, J. (2021). A Typology of Social Value: Integrating Interdisciplinary Literature – *Status: Preparing submission*

de la Cruz, M., & Spanjol, J. (2020). Adoption of Global Reporting Initiative (GRI) and for-profit firms' contribution to society: Systematic literature review and future research priorities – *Status: Preparing submission*

Conference proceedings (peer reviewed)

de la Cruz, M., & Spanjol, J. (2021). Social Value in Business: An Interdisciplinary Integrative Review, Typology, and Research Agenda. In Sonia Taneja (Ed.), *Proceedings of the Eighty-first Annual Meeting of the Academy of Management*. Online ISSN: 2151-6561. Best Paper Proceedings.

Borsari R., Vollerthun A., & **de la Cruz, M. (2006).** 12 Ways to Use a Functional Model. In *Proceedings of the European Systems Engineering Conference (EuSEC)*, Edinburgh, UK.

Meisenzahl, J., **de la Cruz, M., & Vollerthun, A. (2006).** Establishing a Verification and Validation Process in Automotive Development: Increasing Product Quality while Reducing Costs. In *Proceedings of the 16th International Council on Systems Engineering Symposium (INCOSE)*, Orlando, FL.

Other publications

Spanjol, J., & **de la Cruz, M.** (2019). Innovating for Good—Wie Unternehmen ihren sozialen Mehrwert realisieren können. *OrganisationsEntwicklung. Zeitschrift für Unternehmensentwicklung und Change Management*, 2019(1), 24-31.

Tabatabai, S., **de la Cruz, M.**, & Vu, M. (2014). Produkte systematisch entwickeln. *Controlling and Management Review*, 58(4), 24-31.

PRESENTATIONS

Conference papers (peer reviewed)

De la Cruz, M., Spanjol, J., “*Social Value in Business: An Interdisciplinary Integrative Review, Typology, and Research Agenda.*” 81st Annual Meeting of the Academy of Management (AoM), Bringing the Manager Back in Management, virtual conference, July-August 2021. **Best Paper**

De la Cruz, M., Spanjol, J., “*No need to read between the lines: Defining and measuring strategic social value orientation.*” 37th European Group for Organizational Studies Colloquium (EGOS), Sub-the 21: Commensuration and Sustainability: Antecedents, Outcomes, and Processes of Social and Environmental Evaluation Schemes, Vrije Universiteit Amsterdam, Netherlands, virtual colloquium, July 2021

De la Cruz, M., Spanjol, J., “*So What Exactly is Social Value in Business? An Interdisciplinary Integrative Review, Typology, and Research Agenda.*” 21st European Academy of Management Conference (EURAM), Reshaping capitalism for a sustainable world, Université du Québec à Montréal, Canada, virtual conference, June 2021

De la Cruz, M., Spanjol, J., “*Going beyond Financial and Customer Value: Defining and Measuring Strategic Social Value Orientation.*” European Marketing Academy Conference (EMAC), ESIC Business & Marketing School, Madrid, virtual conference, May 2021

De la Cruz, M., Spanjol, J., “*Sustainability indices and their implications for innovation management.*” 28th Innovation and Product Development Management Conference (IPDMC), European Institute for Advanced Studies in Management (EIASM), Politecnico di Milano, Italy, virtual conference, June 2021

De la Cruz, M., Spanjol, J., “*For-profit firms’ contributions to society: An interdisciplinary review and directions for future research.*” 36th European Group for Organizational Studies Colloquium (EGOS), Sub-the 37: Organizing for Responsibility: The Role of Ethics, Strategies and Capabilities in Contradictory Environments, University of Hamburg, Germany, virtual colloquium, July 2020

De la Cruz, M., Spanjol, J., “*How can for-profit firms’ innovations contribute to society? A taxonomy and research agenda.*” 27th Innovation and Product Development Management Conference (IPDMC), European Institute for Advanced Studies in Management (EIASM), KU Leuven, Antwerp, Belgium, virtual conference, June 2020

De la Cruz, M., Spanjol, J., “*Beyond Customer Value: An Interdisciplinary Review of Societal Value Creation in For-Profit Firms and Directions for Future Research.*” European Marketing Academy Conference (EMAC), Corvinus University of Budapest, Hungary, May 2020 – Cancelled due to COVID19

Doctoral workshops and colloquia (peer reviewed)

De la Cruz, M., Spanjol, J., “*Going beyond Financial and Customer Value: Defining and Measuring Strategic Social Value Orientation.*” Social Issues in Management (SIM) Doctoral Consortium PDW 2021, 81st Annual Meeting of the Academy of Management, virtual, July 2021

De la Cruz, M., Spanjol, J., “*Social Value in Business: An Interdisciplinary Integrative Review, Typology, and Research Agenda.*” Business and Society Research Seminar 2021: “Business and society in times of crises: (Re)searching for new directions”, University of Namur, Belgium, virtual, June 2021

De la Cruz, M., Spanjol, J., “*Social Value in Business.*” European Marketing Academy Conference 2021 (EMAC), Doctoral Colloquium in the Marketing Strategy advanced track, ESIC Business & Marketing School, Madrid, virtual, May 2021

De la Cruz, M., Spanjol, J., “*For-profit firms’ contributions to society: An interdisciplinary review and directions for future research.*” Social Issues in Management (SIM) Manuscript Development Workshop, 80th Annual Meeting of the Academy of Management, virtual, August 2020

De la Cruz, M., “*Towards a Framework for Evaluating the Societal Contribution of Innovation Initiatives.*” Business and Society Research Seminar 2018: “The Transformation towards Sustainable Business: Empowering Stakeholders for Sustainable Innovation, Production, and Consumption”, University of Mannheim, Germany, June 2018

Other presentations

De la Cruz, M., “*Dechipering Social Value.*” Munich Global Impact Sprint, Co-Creation Conference, digital, October 2021

De la Cruz, M., “*Social Impact Measurement: Die Hebel unserer Wirkung verstehen und maximieren.*” Knowledge Cafe, HochsprungKonferenz, Munich, October 2019

De la Cruz, M., Spanjol, J., “*Evaluating firm societal value creation: Explorations in innovation decision-making.*” Impact Valuation Roundtable, Allianz Global Corporate & Specialty SE, Munich, May 2019

De la Cruz, M., “*How can companies evaluate their societal value creation? An application in innovation decision making.*” Global Good Congress, 5th edition of GoodFestival, École Polytechnique Fédérale de Lausanne (EPFL) Tech4Impact, Lausanne, November 2018

De la Cruz, M., Spanjol, J., “*Prosperity – Innovating for good.*” Act for SDGs! Werde ein Changemaker für eine nachhaltige Zukunft, InnovationsGeist, Ludwig-Maximilians-Universitaet Munich, Munich, October 2018

De la Cruz, M., “*Integrating Societal Value Evaluation to Managerial Decision Making.*” Business Model Innovation Summit 2018, Robert Bosch GmbH, Renningen, September 2018

ACADEMIC AND PROFESSIONAL SERVICES

Reviewer for the Academy of Management (AoM) annual meetings and specialized conferences (Social Issues in Management, SIM Division), the European Marketing Academy annual and regional conferences (EMAC), the European Academy of Management annual conference (EURAM), department of marketing in the Junior Management Science journal (JUMS).

Member of the Fakultätsrat (Munich School of Management), i.e., elected academic staff representative (advisory and voting capacity) at the LMU Munich between 2018 and 2021.

Jury for the Global Good Congress 2E by Roxbourg & GoodFestival (2019), European University Alliance for Global Health (EUGLOH) Social Entrepreneurship 4 Health School (2020, 2021), national and international business plan competition from business@school by Boston Consulting Group (2021).

SELECTED PHD COURSES COMPLETED

VIU Summer School | Responsible Capitalism

Micro and Macro-institutional conditions of transformation

(summer term 2019, Prof. Dr. Johanna Mair, Hertie School of Governance; Prof. Dr. Juliane Reinecke, King's College; Prof. Dr. Guido Palazzo, University of Lausanne; Prof. Dr. Elisa Giuliani, University of Pisa; Prof. Dr. Francesco Zirpoli, Ca' Foscari University of Venice; Prof. Giovanni Favero, Ca' Foscari University of Venice)

Workshop: Effective Peer Reviewing

(summer term 2019, Prof. Dr. Gloria Barczak, Northeastern University; Prof. Dr. Abbie Griffin, The University of Utah)

Quantitative Methods – Selected Issues in Econometrics

(winter term 2018/19, Prof. Dr. Ralf Elsas, Ludwig Maximilians-Universität München)

Computational Models in Management

(winter term 2018/19, Prof. Dr. Helge Klapper, Rotterdam School of Management)

Qualitative Empirical Methods

(summer term 2018, Prof. Dr. Martin Friesl, Lancaster University)

Partial Least Squares Structural Equation Modeling (PLS-SEM)

(summer term 2018, Prof. Dr. Marko Sarstedt, Otto-von-Guericke-Universität Magdeburg)

Basic Readings in Management

(summer term 2018, Prof. Dr. Martin Högl, Ludwig-Maximilians-Universität München)

Micro Economic Modelling Methods

(summer term 2018, Prof. Dr. Richard Peter, University of Iowa)

Social Entrepreneurship (partially)

(summer term 2018, Prof. Dr. Johanna Mair, Hertie School of Governance)

Research in Social Innovation

(winter term 2017/18, Prof. Dr. Jelena Spanjol, Ludwig-Maximilians-Universität München)

TEACHING EXPERIENCE

Student's feedback 2020: “Marcelo de la Cruz was a very professional, prepared and incredible seminar leader. His abilities, availability and support were exceptional.”

Student's feedback 2021: “Marcelo, you are such an amazing mentor always caring so much about all of your students. There is nothing negative I could say about this seminar. I felt comfortable and well-informed all of the time and I never had a feeling of "being lost", even though the topic and the way we solved the tasks in the seminar was absolutely new to us.”

Bachelor Courses

START with Business Modelling (lecture support and tutorial lead)

Summer term 2018, 2019, 2020, 2021

Number of students: approx. 550

Responsibilities: Set-up and management of the overall course (incl. 60 start-ups), instruction of 40 students in weekly tutorials, grading and final examination of students' presentations and business plans

Lecturer evaluation (overall): 1.2 (1-excellent; 5-inadequate)

Innovating for Organizational, Market, and Societal Impact (seminar lead)

Winter term 2017/18, 2018/19

Number of students: approx. 15

Responsibilities: Instruction of students in writing seminar thesis, supervision, coaching and final grading of students' seminar theses

Lecturer evaluation (selection): “The lecturer cares about the learning success of the participants” – score 1.1 (1-fully agree; 5-fully disagree)

Current Challenges in Innovation Management (seminar lead)

Summer term 2018

Number of students: approx. 15

Responsibilities: Instruction of students in writing seminar thesis, supervision, coaching and final grading of students' seminar theses

Lecturer evaluation (selection): “I would attend further seminars offered by the seminar leader” – score 1.2 (1-fully agree; 5-fully disagree)

Master Courses

Ambidexterity – Key to Surviving the Challenges of Today and Tomorrow (project course)

Winter term 2019/20

Number of students: 7

Responsibilities: Set-up and management of the overall course in cooperation with an industry partner (Porsche Consulting), leading and coaching of students in developing the project results, final grading of students' project documentation

Lecturer evaluation (selection): “I would attend further seminars offered by the seminar leader” – score 1.2 (1-fully agree; 5-fully disagree)

Innovating for Impact (seminar lead)

Summer term 2018, 2019; winter term 2018/19, 2020/21, 2021/22

Number of students: 10 (in average)

Responsibilities: Set-up and management of the overall seminar, instruction of students in writing seminar thesis, supervision, coaching and final grading of students' seminar theses
Lecturer evaluation (selection): "Discussions were well guided by the seminar leader" – score 1.2 (1-fully agree; 5-fully disagree)

Social Entrepreneurship Seminar (seminar lead)

Winter term 2018/19

Number of students: 30

Responsibilities: Supervision and coaching of students in consulting social entrepreneurs

Lecturer evaluation: no evaluation

Thesis Supervision

Bachelor theses by students enrolled in business administration (2017, 2018, 2019, 2020, 2021)

Master theses by students enrolled in business administration (2011, 2018, 2019, 2020, 2021)

Master thesis by students enrolled in industrial engineering (2017)

Dipl.-Ing. theses by students enrolled in mechanical engineering (2004, 2005)

SKILLS

Languages Spanish (native), German (fluent), English (fluent), French (basic)

Software PlanView, SmartPLS, Qualtrics, MATLAB, Python, SAP PS

AWARDS AND GRANTS

2021 Best Student Paper Award Finalist 2021

Academy of Management – Social Issues in Management Division

In recognition of the fine quality of the presented paper "Social Value in Business: An Interdisciplinary Integrative Review, Typology, and Research Agenda."

Performance grant of the Ludwig-Maximilians-Universitaet Munich 2018, 2019

Ludwig-Maximilians-Universitaet Munich

Grant for outstanding performance – Nominated by the academic supervisor and approved by the university's central human resources committee.

Awardee of the PAD (Paedagogischer Austauschdienst) 1995

Standing Conference of the Ministers of Education and Cultural Affairs in the Federal Republic of Germany

International Awardee Program for outstanding school achievements to promote education of foreign students in the German language.

Last updated: January 16, 2022